



Switzerland.

MarketingActivities SCIB

SCIB Planning 2024 UK

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| 01/01/2024 – 12/31/2024 | E-Newsletter SCIB UK E-Newsletter is scheduled quaterly (plus additional special editions) to all contacts within the database (approx. 2500). Content is edited by SCIB UK but partner contributions are more than welcome. | Comments | Cost CHF 0 News and original ideas from the Swiss partners are always welcome! |
| 01/01/2024 – 01/01/2024 | E-Newsletter (stand-alone) Special edition of E-Newsletter in SCIB UK format about one specific SCIB destination/company. Sent to approximately 2500 buyers 4 to 5 times per year. | Comments | Cost CHF 600 Content fully provided by SCIB partner destination and edited by SCIB. |
| 01/01/2024 – 12/31/2024 | Key Media Management SCIB UK will continue liaising with key media in the UK in order to get best exposure and also value for money deals. The main magazines are: - M&IT, Meeting & Incentive Travel - Conference News and CMW - C&IT | Comments | Cost CHF 0 SCIB looks out for any opportunities in order to be covered wherever possible. This is ongoing and partners will be notified when needed. |
| 01/01/2024 – 12/31/2024 | Support with Site Inspections SCIB UK assists wherever relevant with organising site inspections. Assistance is provided in form of either just a rail pass, a contact or a full programme including liaising with both HO and partners. | Comments | Cost CHF 0 Land arrangements by SCIB - Hotes for 1 to 2 nights and local support for site inspections |

| 01/01/2024 – 12/31/2024 | Study trip to Switzerland with MICE buyers | Comments | Cost CHF 0 |
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| | <p>Organisation of a study trip to discover Switzerland as a MICE-destination. Participation of 8-10 meeting planner from the UK and Ireland for a duration of 3 to 4 days (2 to 3 nights). It would be ideal to combine a city and mountain destination. The recruitment of buyers is done by SCIB. The programme will be created by destination in consultation with SCIB.</p> | | <p>Partners cover the costs for land arrangement. Flights and Swiss Travel Pass will be paid and organised by SCIB.</p> <p>If recruitment is being organised with an agency or media house extra costs may appear.</p> |
| 01/01/2024 – 12/31/2024 | Sales Calls (virtual) | Comments | Cost CHF 1'000 |
| | <p>This is a sustainable and cost-effective alternative to physical sales calls in the UK. This consists of approximately 12-15 one-to-one meetings with UK clients over several days. According to interest, it may be themed according to a destination, a region, Swiss cities or Swiss mountains.</p> | | <p>Costs of CHF 1000 are based on sales calls of 3 partners: - 1 SCIB Destination + 2 hotel partners - 2 SCIB Destination + 1 hotel partner - 3 SCIB Destination In case of other constellations, prices will be discussed.</p> |
| 01/01/2024 – 12/31/2024 | Sales Calls/Roadshow (physical) | Comments | Cost CHF 5'500 |
| | <p>SCIB UK organises on an individual basis sales calls or a roadshow according to the specifications of the SCIB partner. A typical sales roadshow is 2 to 3 days and consists of one-to-one (or group) meetings in client offices or in external venues such as cafés and restaurants, plus one evening event with about 10 clients in a major city. It will be accompanied by SCIB Market Manager and max. 2 Pax from the Destination (s) may join.</p> | | <p>Costs for max. 2 pax, three days travelling. Costs may differ due to duration and number of partners. Travel schedules and dates shall be discussed individually.</p> |
| 04/22/2024 – 04/23/2024 | Switzerland Retreat 2024 | Comments | Cost CHF 3'500 |
| | <p>24-hour "Retreat" Style event to access senior event managers and directors to build up key relationship and spending time with them including one-to-one meetings or presentations, networking/teambuilding activities, dinner and overnight. This gives more opportunity to network and bond with the buyers that attend.</p> <p>The Switzerland Retreat 2024 will take place at a unique venue close to Birmingham.</p> | | <p>Costs based on 8 Swiss destination partners. Subpartners optional - same costs apply.</p> |
| 03/25/2024 – 03/27/2024 | C&IT International Forum (Amsterdam) | Comments | Cost CHF 10'000 |
| | <p>This international Forum is being held on a ship in Amsterdam. The three-day 1-on-1 meeting style event is organised by Haymarket/C&IT Magazine and targets agency, corporate and associations. In addition to the meetings, there are seminars for buyers and further networking opportunities over lunch and dinner for suppliers and buyers. Attendance of about 30 MICE buyers.</p> <p>This event can be hosted in 2025 in Switzerland. Maybe this is an option for your destination and you give it a try?</p> | | <p>Fees still to be announced.</p> |

| 09/01/2024 – 09/30/2024 | M&IT Awards 2024 | Comments | Cost CHF 600 |
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| | The M&IT Awards is the UK MICE industry's biggest and most prestigious recognition event. It is organised by M&IT magazine and brings together all sectors of the business to reward excellence of service and product. There are many ways to be part of the M&IT Awards including voting, sponsorship and attendance. The event attracts more than 1'300 industry professionals. | | Costs vary depending on the type of participation. Single seat: CHF 600, hosting a table with 6 clients: CHF 3600. Please note: no official meetings, only freeflow networking. |
| 10/01/2024 – 10/31/2024 | M&IT Agency Challenge 2024 | Comments | Cost CHF 5'000 |
| | This live interactive event brings together buyers and suppliers for 2 days and three nights full of engagement and interaction, including a mixture of short presentations, team building and networking. A new and innovative way to network with MICE buyers, similar format to the Switzerland Meeting Trophy. | | Costs based on a shared spot with SCIB UK or another Swiss partner. Costs higher for a single spot. |
| 01/25/2024 – 01/25/2024 | Moulden Marketing Destination Showcase (January) | Comments | Cost CHF 1'000 |
| | One day of 1-to-1 meeting-style event in London with approximately 15-20 pre-scheduled meetings. A very cost effective way to meet UK buyers. Same format as the August edition. | | Costs based on a shared table with another Swiss partner or SCIB UK. Costs higher for a single table. |
| 08/22/2024 – 08/22/2024 | Moulden Marketing Destination Showcase (August) | Comments | Cost CHF 1'000 |
| | One day of 1-to-1 meeting-style event in London with approximately 15-20 pre-scheduled meetings. A very cost effective way to meet UK buyers. Same format as the January edition. | | Costs based on a shared table with another Swiss partner or SCIB UK. Costs higher for a single table. |
| | | | All options: - Option 1: one company - one delegate :: CHF 6900 - Option 2: one company - two delegates* :: CHF 8900 - Option 3: two companies sharing - two delegates :: CHF 5000 each |
| 02/22/2024 – 02/24/2024 | The Meetings Space, Spring (tbd) | Comments | Cost CHF 5'000 |
| | The Meetings Space (TMS) is the leading one-to-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified. The event consists of 2-3 days of 1-to-1 meetings and two evening events and is being held outside of the UK. | | Costs based on a shared space with another Swiss partner or SCIB UK. Cost higher for a single table. |
| | | | All options: - Option 1: one company - one delegate :: CHF 6900 - Option 2: one company - two delegates* :: CHF 8900 - Option 3: two companies sharing - two delegates :: CHF 5000 each |

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| 07/04/2024 – 07/06/2024 | The Meetings Space, Summer (tbd) | Comments | Cost CHF 5'000 |
| | The Meetings Space (TMS) is the leading one-to-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified. The event consists of 2-3 days of 1-to-1 meetings and two evening events and is being held outside of the UK. | | Costs based on a shared space with another Swiss partner or SCIB UK. Cost higher for a single table. All options: - Option 1: one company - one delegate :: CHF 6900 - Option 2: one company - two delegates* :: CHF 8900 - Option 3: two companies sharing - two delegates :: CHF 5000 each |
| 09/19/2024 – 09/21/2024 | The Meetings Space, Autumn (tbd) | Comments | Cost CHF 5'000 |
| | The Meetings Space (TMS) is the leading one-to-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified. The event consists of 2-3 days of 1-to-1 meetings and two evening events and is being held outside of the UK. | | Costs based on a shared space with another Swiss partner or SCIB UK. Cost higher for a single table. All options: - Option 1: one company - one delegate :: CHF 6900 - Option 2: one company - two delegates* :: CHF 8900 - Option 3: two companies sharing - two delegates :: CHF 5000 each |
| 07/01/2024 – 12/31/2024 | Association Event | Comments | Cost CHF 2'750 |
| | SCIB hosts a lunch and/or dinner in London and invites associations to join. An external guest speaker will have a technical lecture. Association partners from Switzerland are invited to network with the attendees. | | |
| 01/01/2024 – 12/31/2024 | Destination Alliance: Events 2024 | Comments | Cost CHF 0 |
| | The Destinations Alliance is a network of convention bureaus from city, regional and national tourist boards from a variety of excitingly diverse countries worldwide all with a specific focus on the UK outbound market. SCIB UK/Ireland is member of this Alliance. | | costs to be defined |
| | For 2024 this organisation is planning two events: one for agencies and one for associations. More information will follow. | | |
| 01/29/2024 – 01/30/2024 | micebook EXPO 2024 | Comments | Cost CHF 3'900 |
| | This event is designed for event planners, with prescheduled 1-to-1 meetings during two days in a openspace format. First night, evening reception for networking. | | Costs based on a shared space with SCIB UK other Swiss partners. All options: - Option 1: one company - one delegate :: CHF 4400 - Option 2: two companies sharing - two delegates :: CHF 3900 each |

06/19/2024 –
06/20/2024

The Meetings Show 2024

Comments

Cost CHF

3'500

This trade fair takes place over two days at ExCel in London. It is one of UK's leading exhibition for the Meetings, events, and incentive community.

This announcement is fundamentally intended to investigate the interest of Swiss partners. Therefore, no exact costs can be announced so far.

01/09/2024 –
01/10/2024

Wedding Destination @SKATE (Somerset House in London)

Comments

Cost CHF

4'000

Meet Wedding Planners at Somerset House in the midst of London. Skate returns to Somerset House this winter for an unparalleled skating experience in the heart of the capital. ST being the main sponsor, this gives us the opportunity to host a dinner and/or a lunch for Wedding Planners from London in the leisurely atmosphere of the Chalet Suisse and ice Skating as a social programme.

SCIB invites mainly hotel partners from Switzerland which are targeting international weddings to join this event.